



Together,  
we can end  
child poverty  
in San Diego.

SAN DIEGO FOR  
**every child**

40% of children under 12 in San Diego County are living in households under double the Federal Poverty Threshold.

Double the Federal Poverty  
Threshold says that a family of four  
making more than \$51,500 is out of  
poverty.

We know that \$51,500 does not go far in San Diego County.

In fact, 48% of families with children across our County are struggling to make ends meet.

San Diego for Every Child is  
dedicated to halving the  
experience of child poverty  
in San Diego County by  
2030.

Our mission is simple: To create a San Diego County where every child has their basic needs met.

So that San Diego's children have a better chance at leading fulfilling, successful lives - ensuring a brighter future for our entire region.



# Theory of Change





# Theory of Change

## 1. More Champions



# Theory of Change

1. More Champions
2. Same Direction



# Theory of Change

1. More Champions
2. Same Direction
3. Innovate

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